

Notice of References Cited		Application/Control No.	Applicant(s)/Patent Under Reexamination	
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		Examiner	Art Unit	Page 1 of 1
		Christopher R. Buchanan	3627	

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
	B	US-			
	C	US-			
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FOREIGN PATENT DOCUMENTS

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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Milne et al., "Consumer privacy and name removal across direct marketing channels: exploring opt-in and opt-out alternatives", Journal of Public Policy and Marketing, Vol. 19 No. 2, p. 238, Fall 2000.
	V	Korgaonkar et al., "A multivariate analysis of web usage", Journal of advertising research, Vol. 39 No. 2, p. 53, March 1999.
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
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